Under the paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless if displays a valid OMB control number.

| PETITION FOR EXTENSION OF TIME UNDER 37 CFR 1.136(a) FY 2008 | | | | Docket Number (Optional) UV-181 | |
|--|-------------|---|--------|------------------------------------|---------------|
| (Fees pursuant to the Consolidated Appropriations Act, 2005 (H.R. 4818).) Application Number 09/775,202 Confirmation No. 7104 | | | | Filed February 1, 2001 | |
| or SYSTEMS AND METHODS FOR PROVIDING PROMOTIONS WITH RECORDED PROGRAMS | | | | | |
| art Unit 2623 Examiner Jun Fei Zhong | | | | | |
| | | | | ű | |
| This is a request under the provisions of 37 CFR 1.136(a) to extend the period for filing a reply in the above identified application. | | | | | |
| The requested extension and fee are as follows (check time period desired and enter the appropriate fee below): | | | | | |
| | _ | | Fee Sn | nall Entity Fee | |
| | Ш | One month (37 CFR 1.17(a)(1)) | \$120 | \$60 | \$ |
| | | Two months (37 CFR 1.17(a)(2)) | \$460 | \$230 | \$ |
| | \boxtimes | Three months (37 CFR 1.17(a)(3)) | \$1050 | \$525 | \$1050 |
| | | Four months (37 CFR 1.17(a)(4)) | \$1640 | \$820 | \$ |
| | | Five months (37 CFR 1.17(a)(5)) | \$2230 | \$1115 | \$ |
| Applicant claims small entity status. See 37 CFR 1.27. A check in the amount of the fee is enclosed. Payment by credit card. Form PTO-2038 is attached. | | | | | |
| | | | | | |
| | | | | | |
| | The D | Director has already been authorized to charge fees in this application to a Deposit Account. | | | |
| | | irector is hereby authorized to charge any fees which may be required, or credit any overpayment, to sit Account Number <u>06-1075</u> . | | | |
| | | NING: Information on this form may become public. Credit card information should not be included on this form. de credit card information and authorization on PTO-2038. | | | |
| am the applicant/inventor. | | | | | |
| assignee of record of the entire interest. See 37 CFR 3.71. Statement under 37 CFR 3.73(b) is enclosed (Form PTO/SB/96). | | | | | |
| attorney or agent of record. Registration Number | | | | | |
| attorney or agent under 37 CFR 1.34. Registration number if acting under 37 CFR 1.34 61.129. | | | | | |
| /Matthew S. Bertenthal | | | | | July 29, 2008 |
| Signature Matthew S. Bertenthal | | | | Date 212-596-9090 | |
| Typed or printed name | | | | Telephone Number | |
| OTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one gnature is required, see below. | | | | | |
| Total of forms are submitted. | | | | | |

This collection of information is required by 37 CFR 1.136(a). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 36 U.S. C. 120 and 37 CFR 1.11 and 11.4. This collection is estimated to 56 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. All completes, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. All comments on the amount of time you require to complete his form and/or supgestions for reducing his burden, should be sent to the Chell and the completed of the Chell and the Chell an